

FIG. 1

210  
220

Result Set

Figure 2. Aotscore's Role in Scoring System  
(Given one search term K)

230

Purchase / click
Document 0
Document 1
Document 2
Document 3
Document 4
Document 5
Document 6

Document 0
Document 1
Document 2
Document 3
Document 4
Document 5
Document 6

hotScore 0
hotScore 1
hotScore 2
hotScore 3
hotScore 4
hotScore 5
hotScore 6

Aotscore  
Processing

Scoring  
System

Document n
Document 3
Document 6
Document 0
Document n+2

Document 0
Document 1
Document 2
Document 3
Document 4

Result Set

260

251  
252

253  
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255  
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Figure 3. hotscore Generation

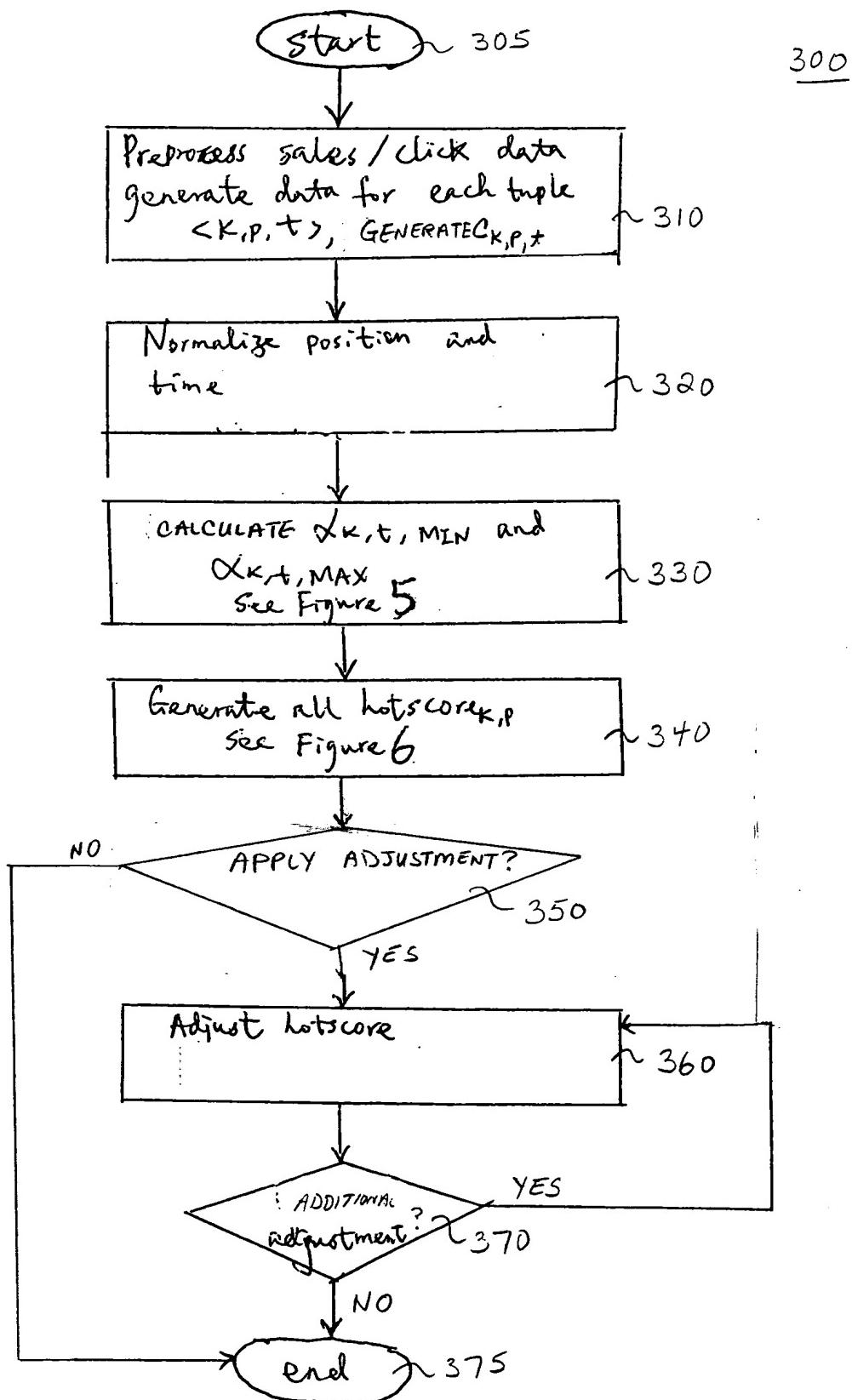


Figure 4 preprocessing

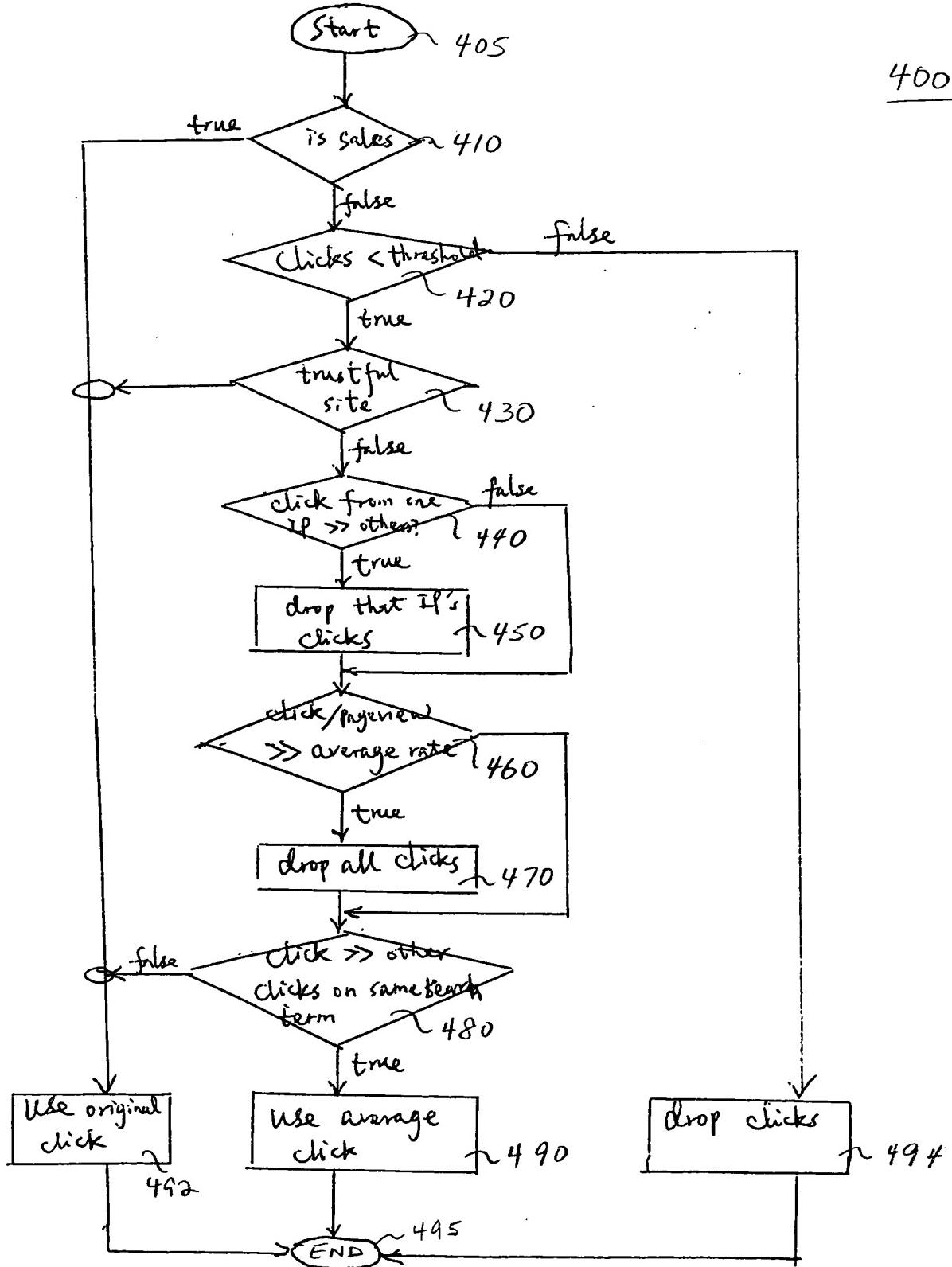


Figure 5. Summarize  $\Delta_{k,t,\text{MIN}}$  and  $\Delta_{k,t,\text{MAX}}$

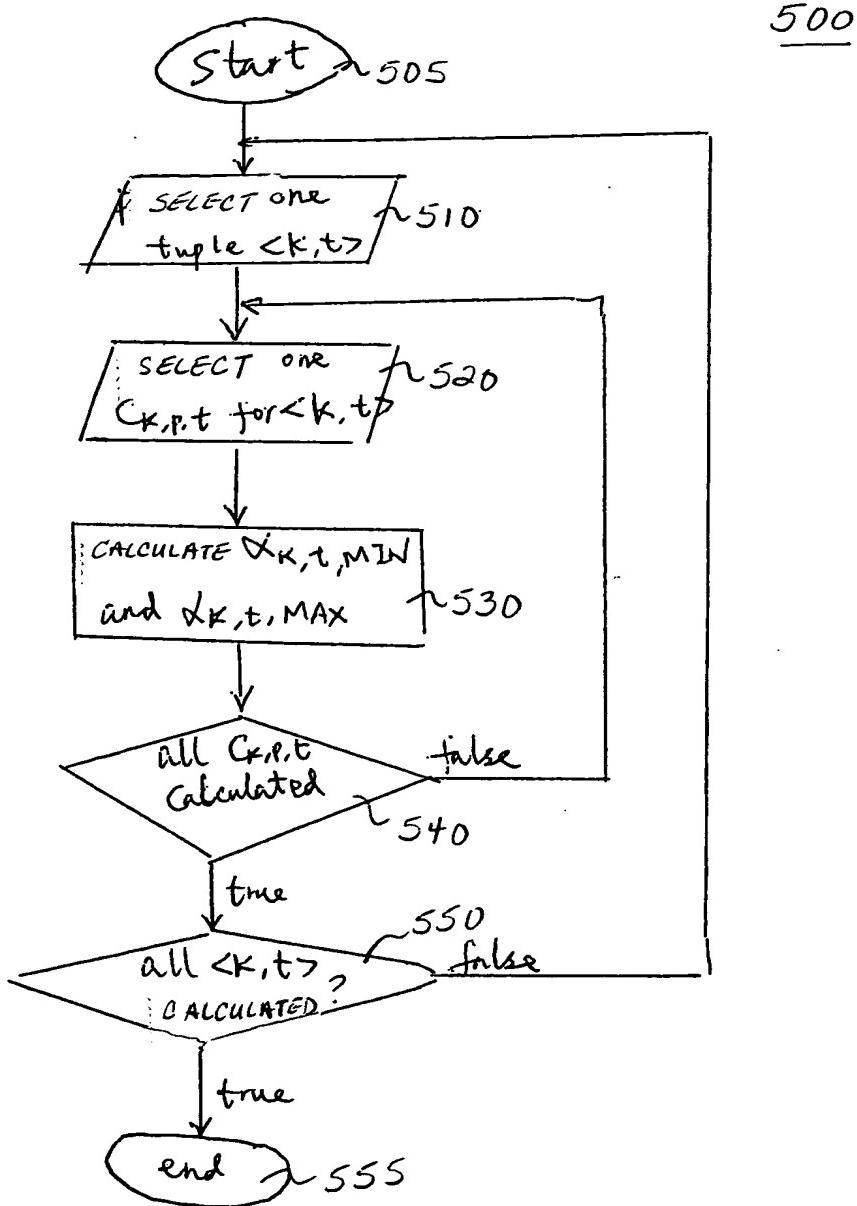


Figure 6 - hotscore's generation

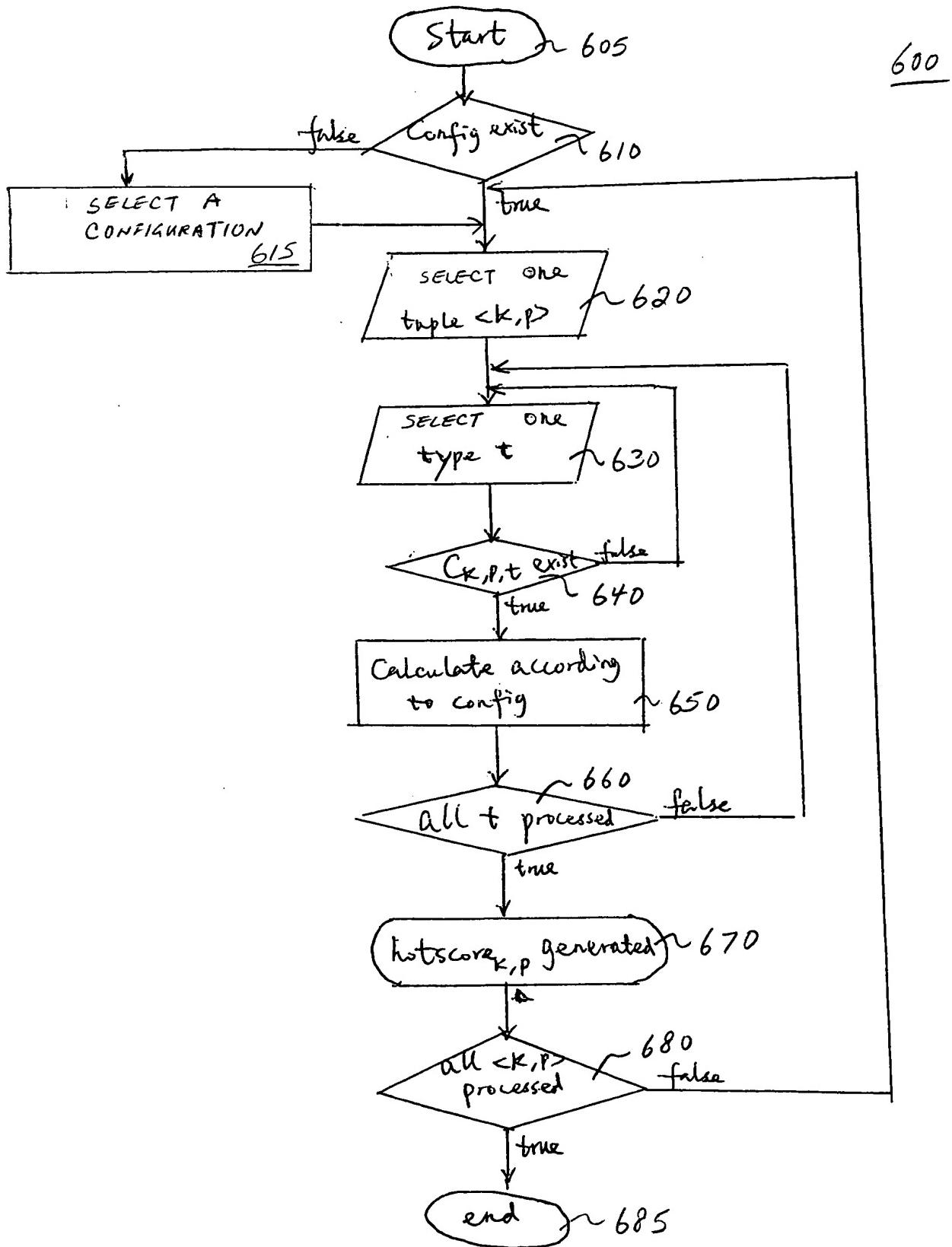


Figure 7. Hotscore Adjustment example 1:

Adjust based on Knowledge

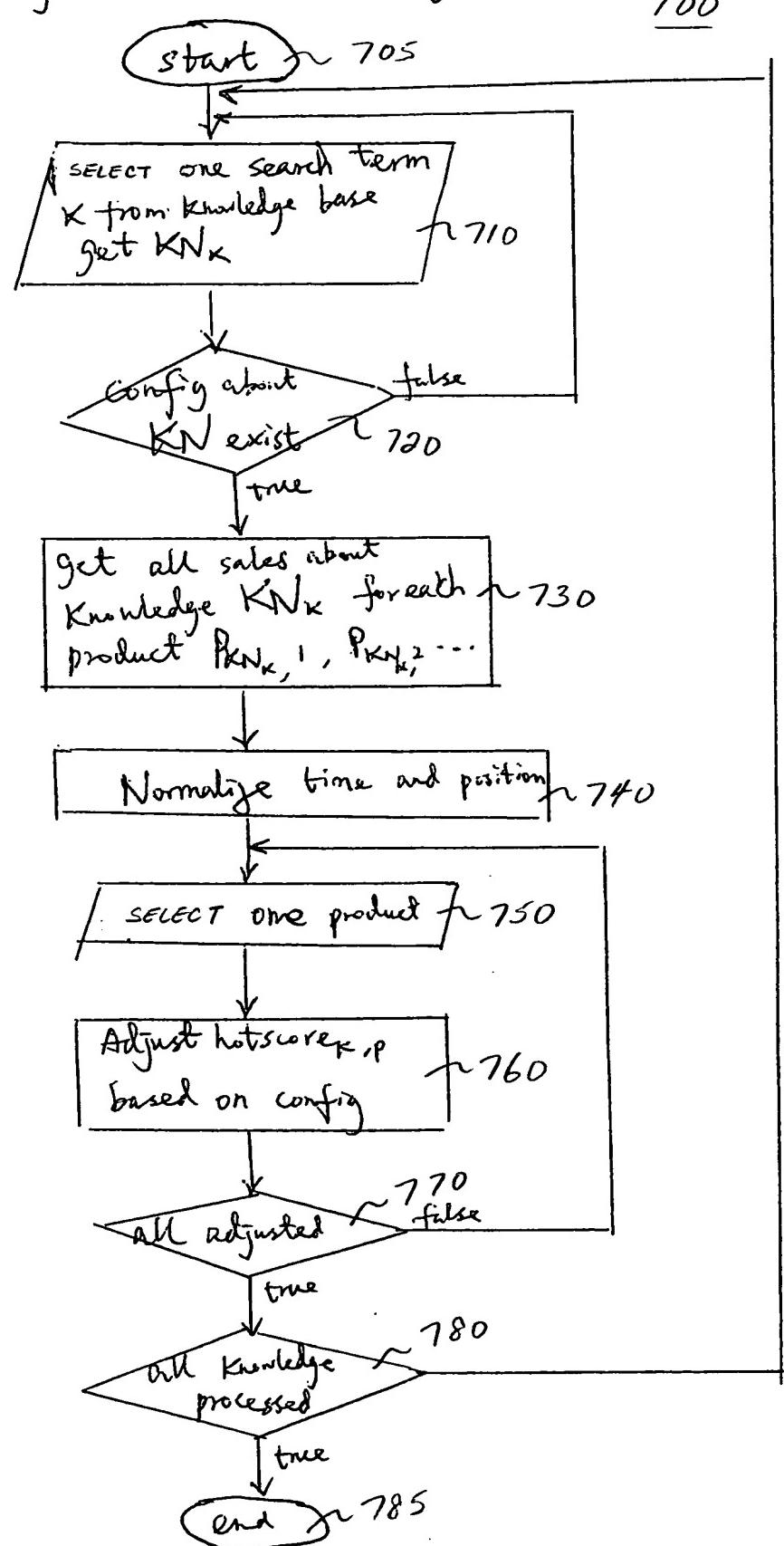


Figure 8. hotscore adjustment example 2:  
Adjust based on hotscore of related narrow searches

